

## **How to make money at an “ONLINE” live marketing session**

Does live marketing work? It sure can, Dick Miller, Midland MI broker used to close 10 commercial transactions a year out of 11 Realtor Land Institute meetings! Any meeting could be worth \$20,000 or more to a participant.

### **Start working on it weeks before the meeting:**

- **Reserve the time on your calendar as “high priority”.**
- **Pre-register at least 24 hours in advance**
  - **Submit one buyer broker with “Cash” and what they want**
  - **Have one quality (It’s your reputation) property under control.**
  - **Convince your seller. What will they do with the proceeds?**
- **Keep your audience in mind. MAREX looks for \$1m + transactions**
- **Practice “ZOOM”, chat box, Screen share, mute, video ect. If you are a rookie Zoom person get your secretary or a teenager to assist.**
- **If you have not pre-registered your package or link, then be prepared to share screen including photos, map & financials**
- **Best to use [www.MAREX.guru](http://www.MAREX.guru) standardized (RLI, CCIM, etc) forms which are designed to assist in trade or exchange. APOD, etc.**

### **Day of the meeting:**

- **Come early, stay late, this is “networking” at its finest**
- **Sign into the “Chat box” with your contact info; email & phone**
- **Think positive, you are here to make a transaction & earn money**
- **Stay alert, pay attention, it might be just one sentence that makes the day payoff big time. Take notes, people, cash, property benefits?**
- **Mute yourself except when speaking. Toggle on/off with space bar.**
- **Turn off the cell & land lines. Let’s make money instead**
- **Participate. Pitch one buyer or one property at a time**

- **Pitching Cash havers:**
  - Try not to be geographically bound
  - If you don't like the capitalization rate on a quality property think about bidding it to your satisfaction. Ask and you might receive.
  - What can this client add? Other equity, skill, paper, etc?
  - What is the cash haver's goal?
  - Try to have a buyer broker fee guaranteed by your client to you
- **Pitching property under your control (listed or owned):**
  - Let the moderator help you. They know what the audience needs
  - Speak to "who owns it" and their goal with their equity. Nobody eats cash
  - Know the price, the debt and the NOI (net operating income) if any
  - Don't discourage takers. Many deals are 3 way transactions
  - Are you offering a cooperative fee? How much? There are no standard fees, so any fee including no fee is OK. Big fees however add incentive.
  - You can add your PDF package onto the chat box
- **Take notes on other participants pitches, cash and property.**
  - Write proposals into the chat box, or "send me package".
  - Write down your idea while you remember the scenario.

**After the meeting: Follow up is the thing that brings in the money**

- **Write or call the participants with whom you have a connection**
  - Write a letter of intent, or use the mini proposal form on [www.MAREX.guru](http://www.MAREX.guru) because it makes more transactions.
  - Don't worry too much about 2-way. Send the idea and the other broker may have a solution including 3 or 4 way transactions.
  - At the least, pick the 2 most likely transactions and follow up!
  - Let your clients know about the extra international marketing you have done for them. Give them feedback. Adjust the price or terms?
  - Use the next meeting as a deadline for new buyers, sellers or adjustments

**Summary: This is a "no lose" system. Gain more listings, better listings, more sales, maybe 2 fees vs 1 commission. Network with experienced professional. Learn & earn.**